

ScottishPower expands support for women's football with new grassroots cups sponsorship deal

Leading renewable energy firm ScottishPower today (Thursday, 19th September) announced a major expansion to its support for women's and girls' football with the sponsorship of all Scottish Women's Football (SWF) senior cup competitions.

The four separate trophy competitions are open to over 75 senior female teams from right across the country that all play outwith the ScottishPower Scottish Women's Premier league.

The exclusive sponsorship announcement was made at Riverside Park in Dundee, where the first ever Scottish Women's Cup final was played in 1970, and cements ScottishPower's position as the most prolific sponsor of the women's game in Scotland.

That inaugural match saw Stewarton beat Aberdeen Prima Donnas 4-2 with Scottish football legend and Stewarton-born striker Rose Reilly, who attended today's launch, was involved.

The announcement also comes just weeks after the 50-year

anniversary of the Scottish Football Association lifting its ban on women's football and officially recognising the Scottish Women's Football Association.

The notable deal will see the four SWF competitions become;

- The ScottishPower National League Cup – previously the Championship & League One Cup and currently held by Rossvale
- The ScottishPower Regional League Cup – previously the SWFL Cup and currently held by Glenrothes Strollers
- The ScottishPower Regional League Plate – previously the SWFL Plate and currently held by Linlithgow Rose
- The ScottishPower Highlands & Islands Cup – previously the Highlands & Islands League Cup and currently held by Buckie Ladies

ScottishPower is already the exclusive Principal Partner for Scottish Women's Football (SWF) and the Scottish Women's Premier League (SWPL), sponsor of the Scottish Youth Challenge Cups at all three age groups and the first ever title sponsor of the Scottish Women's Highlands and Islands League.

Keith Anderson, Chief Executive of ScottishPower, said: "I'm delighted to announce the expansion of our support for women's football in Scotland. As a business that serves communities right across Scotland, we are dedicated to energising the game from its grassroots whether in the far north, central belt or very south of the country.

"With over 75 clubs and hundreds of women competing for all four of these prestigious trophies, we're thrilled to be

playing our part in supporting SWF as they ensure that grassroots football for women in Scotland continues to thrive.”

Commenting, Aileen Campbell, CEO, Scottish Women’s Football said: “It’s absolutely wonderful to have our Principal Partner ScottishPower expand into our senior cup competitions. This is the first time in our history that all senior cups have had a title sponsor which underlines the growth in the women’s game.

“We’ve already seen the great value this partnership has given the Highlands and Islands League and the Youth Challenge Cup. Expanding support as title sponsors for our senior cups is a clear indication of ScottishPower’s commitment and recognition that women’s football is growing at all levels, giving support to women right across Scotland as they go for cup glory.”

Despite early success in her footballing career in Scotland, Rose Reilly was barred from playing the game in her native country. She later joined AC Milan in Italy. During her time at the club, Rose won eight Serie A titles, four Italian Cups and twice won the Golden Boot.

Speaking at the launch event in Dundee, Rose said: “When I won the cup with Stewarton, there was no support from authorities for women’s football, but we did it anyway.

It was unofficial. We’ve come a long way since then, and it’s great to see companies like ScottishPower recognising the women’s game and adding to its value like this. I can’t wait to watch the cup finals.”